

Privacy Policy of the European Union of Hearing Aid Acousticians e. V.

The protection of your personal data during the collection, processing and use on the occasion of your visit to our homepage is an important concern for us. Therefore, we inform you through this privacy policy about the nature, scope and purpose of the collection and use of personal data.

I. Name and address of the responsible party

We are the responsible party for data processing.

European Union of Hearing Aid Acousticians e. V.
Aegidiistraße 42
48143 Münster
Germany

Phone: +49 (0) 61 31/28 30-0

Fax: +49 (0) 61 31/28 30-30

E-mail: info@euha.org

II. Collection and storage of personal data as well as type and purpose of their use

1. When visiting the website/legal basis/duration of storage

When you visit our website www.euha.org, the browser used on your end device automatically sends information to the server of our website. This information is temporarily stored in a so-called log file. The following information is collected without your intervention and stored until automated deletion:

- IP address of the requesting computer,
- Date and time of access,
- Name and URL of the accessed file,
- website from which the access was made (referrer URL),
- browser used and, if applicable, the operating system of your computer as well as the name
- of your access provider.

In the context of a contact request, we collect and process the following data:

- Name, first name
- contact details

- salutation
- Details of requested information

In the context of an order transaction we process the following data: ▪ Salutation

- Name, first name
- delivery address
- Billing address
- e-mail address
- Data that may be permissibly processed from other sources

For newsletters we collect and process the following data:

- Name, first name
- e-mail address
- salutation

The aforementioned data is processed by us for the following purposes:

- Ensuring a smooth connection setup of the website,
- Ensuring a comfortable use of our website,
- evaluation of system security and stability as well as
- Order/payment processing,
- registration as a visitor,
- Purchase of tickets,
- Redeeming vouchers. Vouchers can be redeemed online and an e-ticket can be printed,
- Verification of EUHA membership (legitimation),
- Personalization of tickets,
- Planning your visit to the show through announcements and targeted technical
- information by email and mail,
- Subscribing to newsletters,
- Voluntary participation in surveys for market and opinion research.

Insofar as we obtain consent for the processing of your personal data, Art. 6 (1) a) DSGVO serves as the legal basis for the data processing. Insofar as we process your personal data because this is necessary for the performance of a contract or in the context of a relationship with you similar to a contract, Art. 6 para. 1 lit. b) DSGVO serves as the legal basis for the data processing. Insofar as we process your personal data in order to fulfill a legal obligation, Art. 6 para. 1 lit. c) DSGVO serves as the legal basis for data processing.

Furthermore, Art. 6 (1) f) DSGVO serves as the legal basis for data processing if the processing of your personal data is necessary to protect a legitimate interest of our company or a third party and your interests, fundamental rights and freedoms do not require the protection of personal data.

Within the scope of this privacy policy, we always indicate the legal basis on which we base the

processing of your personal data. We always delete your personal data when the purpose for storing it no longer applies. However, storage may take place beyond this if this is provided for by legal requirements. In these cases, we delete your personal data after the end of the corresponding requirements.

2. Registration on our website

You have the option of registering on our website by providing personal data ("Account"). Which personal data is transmitted to us in the process is determined by the respective input mask used for the registration.

You have the option of managing, updating and also deleting all data from the details. The legal basis for processing the data for registration is Art. 6 (1) a) DSGVO in the case of consent, and Art. 9 (2) a) DSGVO in the case of health data. If you register with us for the purpose of fulfilling or initiating a contract, the legal basis for processing the data is additionally Art. 6 (1) (b) DSGVO and, in the case of health data, Art. 9 (2) (h) DSGVO.

The data generated during the use of your account will generally be stored for the duration of the existence of the account and will only be deleted upon request. Large parts of your user data can be viewed and changed or deleted directly by you in your account. You can also delete your account completely at any time. This will be done after a corresponding notification from you to us.

The personal data you enter will be collected and stored exclusively for our internal use and for our own purposes. We may arrange for it to be passed on to one or more order processors, for example a parcel service provider, who will also use the personal data exclusively for an internal use attributable to us.

By registering on our website, the IP address assigned by your Internet service provider (ISP), the date and the time of registration are also stored. This data is stored because it is the only way to prevent misuse of our services and, if necessary, to enable us to investigate criminal offences that have been committed. In this respect, the storage of this data is necessary for us to safeguard ourselves. As a matter of principle, this data is not passed on to third parties unless there is a legal obligation to pass it on or the passing on serves the purpose of criminal prosecution.

Your registration under voluntary indication of personal data serves us to offer you contents or services, which can be offered due to the nature of the thing only registered users.

3. Contact form / contact by e-mail (Art. 6 para. 1 lit. a, b EU-DSGVO).

A contact form is available on our website, which can be used for electronic contact. If you write to us via the contact form, we process the data you provide in the contact form to contact you and answer your questions and requests.

Here, the principle of data economy and data avoidance is observed, in that you only have to provide the data that we absolutely need to contact you. These are your e-mail address and the message field itself. In addition, your IP address is processed for technical necessity as well as for legal protection. All other data are voluntary fields and can be entered optionally (e.g. to answer your questions more individually).

If you contact us by e-mail, we will process the personal data provided in the e-mail solely for the purpose of processing your request.

4. Newsletter (Art. 6 para. 1 lit. a EU-DSGVO).

If applicable, a free newsletter can be subscribed to on our website. The e-mail address provided during the newsletter registration as well as your name will be used for sending the personalized newsletter.

The principle of data economy and data avoidance is observed here, as only the e-mail address (or name in the case of personalized newsletters) is marked as a mandatory field. For technical necessity and for legal protection, your IP address is also processed when you order the newsletter.

You can, of course, unsubscribe at any time using the unsubscribe option provided in the newsletter and thus revoke your consent. Furthermore, you can unsubscribe from the newsletter at any time by sending an e-mail to info@euha.org.

5. Advertising purposes existing customers (Art. 6 para. 1 lit. f EU-DSGVO).

We are interested in maintaining the customer relationship with our visitors and sending them information and offers about our own similar events and services. Therefore, the data provided with the submission of the registration (company name, address, telephone/fax number and e-mail address) will be processed by us and, if applicable, by our service partners in order to send corresponding event-related information and offers by e-mail pursuant to Art. 6 (1) lit. f EU-DSGVO.

If you do not wish this, you can object at any time to the use of your personal data for the purpose of direct marketing; this also applies to profiling insofar as it is related to direct marketing. If you object, we will no longer process your data for this purpose.

The objection can be made without stating any reasons and without incurring separate costs in addition to the usual transmission costs according to the prime rates. It should be addressed to Europäische Union der Hörakustiker e. V., Saarstraße 52, 55122 Mainz or to info@euha.org.

6. Automated individual case decisions

We do not use any purely automated processing processes to bring about a decision.

III. Disclosure of data/storage

The personal data you enter is collected and stored exclusively for our internal use and for our own purposes. We may arrange for it to be passed on to one or more order processors, for example a parcel service provider, who will also use the personal data exclusively for an internal use attributable to us.

This website is hosted by an external service provider (hoster ADITUS GmbH). Personal data collected on this website is stored on the hoster's servers. This may include IP addresses, contact requests,

meta and communication data, contract data, contact data, names, website accesses and other data generated via a website.

The hoster is used for the purpose of fulfilling the contract with our potential and existing customers (Art. 6 para. 1 lit. b DSGVO) and in the interest of a secure, fast and efficient provision of our online offer by a professional provider (Art. 6 para. 1 lit. A transfer of your personal data to third parties for purposes other than those listed below does not take place. f DSGVO).

Our hoster will only process your data to the extent necessary to fulfill its service obligations and follow our instructions regarding this data. We use the following hoster:

ADITUS GmbH
Street of the Nations 5
30539 Hanover

In order to ensure data protection-compliant processing, we have concluded an order processing agreement with our hoster.

For other order processors, please refer to our notes on the order process under VII.

Your personal data will not be transferred to third parties for purposes other than those listed below.

Your personal data will not be transferred to third parties for purposes other than those listed below.

We will only pass on your personal data to third parties if:

- you have given your express consent to do so in accordance with Art. 6 para. 1 p. 1 lit. a) DSGVO,
- the disclosure is necessary for the assertion, exercise or defense of legal claims pursuant to Art. 6 para. 1 p. 1 lit. f) DSGVO and there is no reason to assume that you have an overriding interest worthy of protection in the non-disclosure of your data,
- in the event that there is a legal obligation for the disclosure pursuant to Art. 6 (1) sentence 1 lit. c) DSGVO, as well as
- this is legally permissible and necessary according to Art. 6 para. 1 p. 1 lit. b) DSGVO for the processing of contractual relationships with you.

A transfer of your data to exhibitors takes place in the following cases, among others:

- If you use a voucher for your visit to the trade fair, you accept that the data you provide as part of visitor registration will be transmitted to the exhibitor who invites you to visit free of charge. This may serve to settle the tickets between the exhibitor and the European Union of Hearing Aid Acousticians e. V., to control the redeemed vouchers and to enable exhibitors to contact their visitors. If you do not agree to this, you naturally have the option of purchasing a ticket at the box office without providing any data.
- When you participate in so-called Lead Tracking. Participation in lead tracking occurs when, during your visit to an event, you allow an exhibitor to scan the barcode on your ticket for the event. Similar to handing over a business card, scanning the barcode will provide the exhibitor with the

contact information you provided during visitor registration (company name, title, surname, first name, company, street, zip code, city, e-mail, industry information if applicable, and other information you provided), regardless of whether the exhibitor is from Germany, the EU, or other third countries. Your participation in lead tracking is voluntary and will not take place without your further cooperation.

1. Third country transfer / third country transfer intention

When transferring data to external bodies in third countries, i.e. outside the EU or the EEA, we ensure that these bodies treat your personal data with the same care as within the EU or the EEA. We only transfer personal data to third countries for which the EU Commission has confirmed an adequate level of protection or if we ensure the careful handling of the personal data through contractual agreements or other suitable guarantees.

2. Storage period of the data

We store your data as long as it is required for the respective processing purpose. Please note that numerous retention periods require that data continue to be stored. This applies in particular to retention obligations under commercial or tax law (e.g. German Commercial Code, German Fiscal Code, etc.). If there are no further storage obligations, the data is routinely deleted once the purpose has been achieved.

In addition, we may retain data if you have given us permission to do so or if legal disputes arise and we use evidence within the scope of statutory limitation periods, which can be up to thirty years; the regular limitation period is three years.

Secure transfer of your data

In order to best protect the data we store against accidental or intentional manipulation, loss, destruction or access by unauthorized persons, we use appropriate technical and organizational security measures. The security levels are continuously reviewed in cooperation with security experts and adapted to new security standards.

The exchange of data to and from our website is always encrypted. We offer HTTPS as the transmission protocol for our website, in each case using the current encryption protocols.

3. Obligation to provide data

Various personal data are necessary for the establishment, implementation and termination of the debt relationship and the fulfillment of the associated contractual and legal obligations. The same applies to the use of our website and the various functions it provides.

We have summarized details of this for you in the above point. In certain cases, data must also be collected or made available due to legal requirements. Please note that it is not possible to process your request or carry out the underlying contractual relationship without providing this data.

4 Categories, sources and origin of data

Which data we process is determined by the respective context: this depends on whether, for example, you place an order online, enter an inquiry in our contact form or submit a complaint. Please note that we may also provide information for special processing situations separately in a suitable place, e.g. in the case of a contact inquiry.

IV. Cookies

We use cookies on our website. These are small files that your browser automatically creates and that are stored on your terminal device (laptop, tablet, smartphone or similar) when you visit our site. Insofar as the cookies are necessary to enable the operation of the website, you must consent to the use of these cookies in order to use our website. Other cookies, to personalize content and ads and to analyze traffic to our site, are used only after your explicit consent.

In the cookie, information is stored that arises in each case in connection with the specific end device used. This does not mean, however, that we thereby gain direct knowledge of your identity.

The use of cookies serves on the one hand to make the use of our offer more pleasant for you. We use so-called session cookies to recognize that you have already visited individual pages of our website. These are automatically deleted after you leave our site.

Furthermore, in the event of your express consent, we also use temporary cookies to optimize user-friendliness, which are stored on your terminal device for a certain fixed period of time. If you visit our site again to use our services, it is automatically recognized that you have already been with us and which entries and settings you have made so that you do not have to enter them again. On the other hand, we use cookies to statistically record the use of our website and to evaluate it for the purpose of optimizing our offer for you (see section 1). These cookies enable us to automatically recognize that you have already been to our site when you visit it again. These cookies are automatically deleted after a defined period of time.

The data processed by cookies is necessary for the aforementioned purposes to protect our legitimate interests and those of third parties in accordance with Art. 6 (1) p. 1 lit. f) DSGVO.

Most browsers accept cookies automatically. However, you can configure your browser so that no cookies are stored on your computer or a notice always appears before a new cookie is created. However, the complete deactivation of cookies may mean that you cannot use all the functions of our website.

You can prevent or restrict the installation of cookies by setting your internet browser. Likewise, you can delete already stored cookies at any time. However, the steps and measures required for this depend on your specific Internet browser used. If you have any questions, please use the help function or documentation of your Internet browser or contact its manufacturer or support. In the case of so-called Flash cookies, however, processing cannot be prevented via the browser settings. Instead, you must change the settings of your Flash player. The steps and measures required for this also depend on the specific Flash player you use. If you have any questions, please also use the help function or documentation of your Flash player or contact the manufacturer or user support.

However, if you prevent or restrict the installation of cookies, this may mean that not all functions of our website can be fully used.

V. Linking social media via graphic or text link

1. Facebook, Google+, LinkedIn

We currently use the following social media plug-ins: Facebook, Google+, LinkedIn. We use the so-called two-click solution for this. This means that when you visit our site, no personal data is initially passed on to the providers of the plug-ins. You can recognize the provider of the plug-in via the marking on the box above its initial letter or logo. We open up the possibility for you to communicate directly with the provider of the plug-in via the button. Only if you click on the marked box and thereby activate it, the plug-in provider receives the information that you have called up the corresponding website of our online offer. In the case of Facebook, according to the respective providers in Germany, the IP address is anonymized immediately after collection. By activating the plug-in, your personal data is transmitted to the respective plug-in provider and stored there (in the case of US providers, in the USA). Since the plug-in provider collects the data in particular via cookies, we recommend that you delete all cookies via your browser's security settings before clicking on the grayed-out box.

We have no influence on the collected data and data processing operations, nor are we aware of the full extent of the data collection, the purposes of the processing or, the storage periods. We also have no information on the deletion of the collected data by the plug-in provider.

The plug-in provider stores the data collected about you as usage profiles and uses them for the purposes of advertising, market research and/or demand-oriented design of its website. Such an evaluation is carried out in particular (also for users who are not logged in) for the display of needs-based advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, whereby you must contact the respective plug-in provider to exercise this right. Through the plug-ins, we offer you the opportunity to interact with the social networks and other users, so that we can improve our offer and make it more interesting for you as a user. The legal basis for the use of the plug-ins is Art. 6 para. 1 p. 1 lit. f DS-GVO.

The data transfer takes place regardless of whether you have an account with the plug-in provider and are logged in there. If you are logged in to the plug-in provider, your data collected from us will be directly assigned to your account with the plug-in provider. If you click the activated button and link to the page, for example, the plug-in provider also saves this information in your user account and shares it publicly with your contacts. We recommend that you log out regularly after using a social network, but especially before activating the button, as this allows you to avoid an assignment to your profile with the plug-in provider.

For more information on the purpose and scope of data collection and its processing by the plug-in provider, please refer to the data protection declarations of these providers provided below. There you will also receive further information about your rights in this regard and setting options for protecting your privacy.

Addresses of the respective plug-in providers and URL with their privacy notices:

- Facebook Inc, 1601 S California Ave, Palo Alto, California 94304, USA;
<http://www.facebook.com/policy.php> ; further information on data collection:
<http://www.facebook.com/help/186325668085084>
<http://www.facebook.com/about/privacy/your-info-on-other#applications> as well as
<http://www.facebook.com/about/privacy/your-info#everyoneinfo>. Facebook has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.
- Google Inc, 1600 Amphitheater Parkway, Mountainview, California 94043, USA;
<https://www.google.com/policies/privacy/partners/?hl=de>. Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.
- LinkedIn Corporation, 2029 Stierlin Court, Mountain View, California 94043, USA;
<http://www.linkedin.com/legal/privacy-policy>. LinkedIn has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

2. Links to other providers

Our website also contains - clearly recognizable - links to the websites of other companies. Insofar as links to websites of other providers are present, we have no influence on their contents. Therefore, no guarantee or liability can be assumed for these contents. The respective provider or operator of the pages is always responsible for the content of these pages.

The linked pages were checked for possible legal violations and recognizable infringements at the time of linking. Illegal contents were not recognizable at the time of linking. However, a permanent control of the contents of the linked pages is not reasonable without concrete evidence of a violation of the law. If we become aware of any infringements, such links will be removed immediately.

VI. Online store

Your personal information in the context of ordering processes will be used exclusively within our company and affiliated companies, as well as by the company commissioned with the processing of orders by us.

1. Data processing for orders

When processing your orders, we work together with other companies that are responsible, for example, for shipping the tickets. In doing so, we ensure that our cooperation partners also comply with the provisions of data protection. The legal basis for the transfer of your address data to the shipping company is Art. 6 para. 1 lit. b) DSGVO. The processing of your personal data is mandatory for the fulfillment of the contract with you, insofar as you place an order. The data of the ordering process will be stored by us as long as they are necessary for the fulfillment of the contract. In addition, we store this data for the fulfillment of post-contractual obligations and due to commercial and tax retention periods for the legally prescribed period. This retention period is usually 10 years to the end of the respective calendar year.

Within the framework of commissioned processing pursuant to Art. 28 DSGVO we pass on your data in connection with the ticket order to ADITUS GmbH, Straße der Nationen 5, 30539 Hannover, for the purpose of processing the orders. The legal basis for this is Art. 6 para. 1 lit. b) DSGVO.

You can view the data protection declaration of ADITUS GmbH at <https://www.aditus.de/datenschutzerklaerung/>.

Aditus GmbH has access to personal information that is required for the fulfilment of its tasks. However, it may not use this for other purposes. Furthermore, it is obliged to treat the information in accordance with this data protection declaration and the relevant data protection laws.

The processing of your personal data is necessary for the fulfilment of the contract with you. The data will be stored by us as long as it is necessary for the fulfilment of the contract. In addition, we store this data for the fulfilment of post-contractual obligations and due to retention periods under commercial and tax law for the period prescribed by law. This retention period is usually 10 years to the end of the respective calendar year.

2. Data access by us

We use your stored data to process our business relationship and, if you have given your consent, to send you information about our other offers.

3. Contacting by us

We will contact you within the scope of our business relationship with you. For this purpose, we use the contact data provided by you. This includes in particular order confirmations and shipment notifications. As a rule, we contact you by e-mail.

4. Communication between you and us

You can, among other things, by means of the contact data contained in the imprint of our website (eg e-mail address, telephone number, postal mail) to contact us. After processing your request, the data will initially be stored in case of queries. However, you can request deletion of the data at any time. If you do not request deletion of the data, the data will be deleted after processing of the matter has been completed, unless there are legal obligations to retain the data.

VII. Data subject rights

You have the right:

According to Art. 15 DSGVO, to request **information** about your personal data processed by us. In particular, you can request information about the processing purposes, the category of personal data, the categories of recipients to whom your data have been or will be disclosed, the planned storage period, the existence of a right to rectification, erasure, restriction of processing or objection, the existence of a right of complaint, the origin of your data if it has not been collected by us, and the existence of automated decision-making, including profiling, and, if applicable, meaningful information about its details;

pursuant to Art. 16 DSGVO, to request the **correction** of incorrect or incomplete personal data stored by us without undue delay;

pursuant to Art. 17 DSGVO, to request the **erasure** of your personal data stored by us, unless the processing is necessary for the exercise of the right to freedom of expression and information, for compliance with a legal obligation, for reasons of public interest or for the establishment, exercise or defense of legal claims;

pursuant to Art. 18 DSGVO, to request the **restriction** of the processing of your personal data, insofar as the accuracy of the data is disputed by you, the processing is unlawful, but you object to its erasure and we no longer require the data, but you need it for the assertion, exercise or defense of legal claims or you have objected to the processing pursuant to Art. 21 DSGVO;

pursuant to Art. 20 DSGVO, to receive your personal data that you have provided to us in a structured, common and machine-readable format or to request that it be **transferred** to another controller;

in accordance with Art. 7 (3) DSGVO, to **revoke** your consent once given to us at any time. This has the consequence that we may no longer continue the data processing based on this consent for the future, and to complain to a supervisory authority in accordance with Art. 77 DSGVO. As a rule, you can contact the supervisory authority of your usual place of residence or workplace or our company headquarters.

in accordance with Art. 77 DSGVO, to **complain** to a supervisory authority. As a rule, you can contact the supervisory authority of your usual place of residence or workplace or our company headquarters.

VIII. Right of objection

Insofar as your personal data is processed on the basis of legitimate interests pursuant to Art. 6 (1) p. 1 lit. f DSGVO, you have the right to object to the processing of your personal data pursuant to Art. 21 DSGVO, insofar as there are grounds for doing so that arise from your particular situation or the objection is directed against direct advertising. In the latter case, you have a general right of objection, which is implemented by us without specifying a particular situation.

If you would like to exercise your right of revocation or objection, it is sufficient to send an e-mail to info@euha.org.

IX. Data security

We use the widespread SSL (Secure Socket Layer) procedure in conjunction with the highest encryption level supported by your browser. As a rule, this is 256-bit encryption. If your browser does not support 256-bit encryption, we use 128-bit v3 technology instead. You can tell whether an individual page of our website is encrypted by the closed key or lock symbol in the lower status bar of your browser. We also use appropriate technical and organizational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction or against unauthorized access by third parties. Our security measures are continuously improved in line with technological developments.

X. Actuality and change of this data protection declaration

This data protection declaration is currently valid and has the status July 2025.

Due to the further development of our website and our offers on it or due to changed legal or official requirements, it may become necessary to change this data protection declaration. The current data

protection declaration can be accessed at any time on the website at https://www.messe-ticket.de/EUHA_Shop/ and can be printed out by you.